

FILE

WEEK OF
October 19, 1959

fashion calendar

january

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RUTH FINLEY, EDITOR
FRANCES HUGHES, ASSOCIATE EDITOR

8 EAST 77th STREET
NEW YORK 21, NEW YORK
TRAFALGAR 9-2343

1959
19th YEAR • A WEEKLY PUBLICATION

july

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, OCTOBER 16, 1959</u>			
Thursday Oct. 15 12:00 Noon Luncheon	SECOND RIBBON FASHIONS AWARD LUNCHEON Second annual luncheon presenting special awards to designers in the dress, millinery and lingerie fields for skillful use of ribbon in their designs. By invitation. Publicity: Alfred Davidson Assoc., PL. 5-0868.	RIBBON FASHION ASSOC.	HOTEL PLAZA TERRACE ROOM
Thursday Oct. 15 12:30 P.M. Luncheon	LUNCHEON SHOWING OF AUTUMN FASHIONS Presentation of Fall fashions, designed by Belle and Will Saunders. Press by invitation. Public by reservation; contact: "Banquet Dept." PL. 9-3000, Ext. 176. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790. Schrader Publicity: Betty Yarmon, LO. 4-9194.	ABE SCHRADER CORP. (530 SEVENTH AVENUE)	HOTEL PLAZA PERSIAN ROOM
Thursday Oct. 15 4:00 P.M. Cocktails	RESORT AND HOLIDAY FASHIONS WITH "KEYBAK" "Keybak", the non-woven interfacing fashion fabric, will be presented in a showing of Fall fashions by leading designers. By invitation. Publicity: Rosemary Sheehan, 27 East 37th St., MU. 5-1280.	CHICOFEE MILLS, INC. (47 WORTH STREET)	HOTEL PIERRE ROOF
Thursday Oct. 15- Oct. 22 4:00 P.M.	OPENING OF SPRING COLLECTION Showings daily at 4:00 P.M., Oct. 15 - Oct. 22. Contact: Clare Potter, Timbertop Farms, Nyack. (Tel.: Nanuet 3-2523, reverse charges). Publicity: Sara Pennoyer, LE. 2-8400.	CLARE POTTER	HOTEL ASTOR SUITE 672
Thursday Oct. 15 5:00 P.M.- 7:00 P.M.	PREVIEW OF SPRING SHOES AND HOSIERY Informal showing for the press of Christian Dior Spring shoes and hosiery. By invitation. Contact: Bud Calisch, JU. 2-9090.	CHRISTIAN DIOR SHOES	730 FIFTH AVENUE ROOM 1201
Thursday Oct. 15- Nov. 15	SEMI-ANNUAL FABRICS SHOW Special display of Spring colorings in fabrics and leathers, innovations in textures, and the news about blends and finishes. Daily through Nov. 15, 10:30 A.M. - 4:00 P.M. Contact: Berta MacDonald, PL. 1-2100, Ext. 463.	HARPER'S BAZAAR	572 MADISON AVENUE SHOWROOM - 11TH FLOOR
Saturday Oct. 17 - Oct. 24	"KNIT IT YOURSELF WITH WOOL WEEK" -- jointly sponsored by Nat'l Knitting Yarn Association and Wool Bureau. Publicity: Ann R. Silver Assoc., 551 Fifth Ave., MU. 7-8654.		
Just Released	FALL 1960 COLOR CARDS Advance Forecasts - wool and worsted, man-made fibers and silk, with forty colors in each collection. Contact: Midge Wilson, MU. 5-5881.	THE COLOR ASS'N. OF THE U.S., INC.	200 MADISON AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, OCTOBER 19, 1959</u>			
Monday Oct. 19 12:30 P.M. Luncheon	AUTUMN FASHIONS AT LUNCHEON SHOW Showing of Fall fashion by Abe Schrader and Mort Schrader during luncheon. Press by invitation. Public by reservation; contact: CI. 6-7700. Schrader contact: Betty Yarmon, LO. 4-9194. Hampshire House Shows: Martha G. Palmer, CI. 7-7700.	ABE SCHRADER CORP.; MORT SCHRADER, INC.	HAMPSHIRE HOUSE FOUNTAIN ROOM
Monday Oct. 19- Oct. 24	NEW YORK ANTIQUES FAIR American, European and Oriental antiques on display and for sale by more than 125 exhibitors. Hours: 1:00 - 11:00 P.M.; Saturday, 1:00 - 6:00 P.M. Admission: \$1.50 (opening day \$2.00). Contact: PL. 5-9440. Publicity: Mary Osborne, MU. 3-9128.	WESTCHESTER ENTERPRISES	71ST INFANTRY ARMORY PARK AVENUE & 34TH ST.
Tuesday Oct. 20 10:30 A.M.	OPENING OF SPRING SUIT COLLECTION Showing at 10:30 A.M. Oct. 20, 27, Nov. 3, 10, 17, 24. Contact: Tillie Smith, LO. 4-7832.	HANDMACHER-VOGEL, INC.	533 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday Oct. 20 4:00 P.M. Cocktails	RESORT AND SPRING PLAYCLOTHES FOR GIRLS Press preview of Resort and Spring 1960 girls' playclothes collection. Showing at 4:30. By invitation. Contact: Vera Holton, BR. 9-1972.	WHITE STAG MFG. CO. (1407 BROADWAY)	HOTEL PLAZA BAROQUE SUITE
Tuesday Oct. 20 4:00 P.M.	RESORT AND SPRING JUNIOR FASHIONS Presentation of junior Resort and Spring fashions designed by Violet Feigin. By invitation. Daily at 4:00 P.M. except Friday. Contact: LO. 4-1434.	JUNIOR ACCENT, INC.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Tuesday Oct. 20 6:30 P.M.- 9:00 P.M.	"FACETS OF BUYING": FASHION CAREER COURSE Speakers: Jane Chamberlin, Montgomery Ward; Marianne Charlier, Bergdorf Goodman; Mildred Finger, Ohrbach's; Mary Sherwell, The Mary Sherwell Office. Each session \$2.50 (except Nov. 24, \$3.50). Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	ENGINEERING AUDITORIUM 29 WEST 39TH STREET
Wednesday Oct. 21 9:30 A.M. Breakfast	SPRING PREVIEW: HAND-MADE SHOES "Prima Colazione"--(breakfast) preview of hand-made shoe collection for Spring, designed by Silvia. By invitation. Publicity: Peggy Cantor Assoc., MU. 9-8542.	FIORENTINA	789 MADISON AVENUE SALON
Wednesday Oct. 21 12:00 Noon Luncheon	PRESS SHOWING: SPRING AND SUMMER SPORTSWEAR Press preview of separates and coordinates for Spring and Summer 1960. By invitation only. Contact: Mr. W. Karp, WI. 7-1381.	QUEEN CASUALS (1410 BROADWAY)	HOTEL PLAZA CRYSTAL & BAROQUE
Wednesday Oct. 21 4:00 P.M.	PRESS PREVIEW: RESORT & SPRING COLLECTION Preview for press at 4:00 P.M., by invitation. (Resident buyers' preview, Tuesday, Oct. 20 at 12:00 Noon). Trade, daily except Mon. and Fri., at 12:00 Noon, followed by lunch. Contact: Ellie Lyne, IO. 3-4358.	VERA MAXWELL, INC.	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Oct. 22 9:30 A.M. Coffee	PREVIEW OF CHILDREN'S IMPORT FASHIONS Preview for press of Ohrbach's import collection from 10 European countries of "Young World" fashions for boys and girls from layette to pre-teen, selected from more than 1000 styles. Fashions from Belgium, Denmark, England, Finland, France, Ireland, Italy, Scotland, Sweden, Switzerland. By invitation. Publicity: Mark Klauser, OX. 5-4000.	OHRBACH'S	6TH FLOOR "YOUNG WORLD" DEPT.
Thursday Oct. 22 12:00 Noon Luncheon	HOME FURNISHINGS LUNCHEON MEETING Subject: "Do Taste Makers Make Trends." Speaker: Mr. Richard Gump, President of Gump's, San Francisco. Co-chairmen: Elizabeth Burris-Meyer, Tammis Keefe. Price: \$8.00, members; \$10.00, guests. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Thursday Oct. 22 12:30 P.M. Luncheon	HOLIDAY FASHIONS AT LUNCHEON SHOW Theme: Holiday Fashions -- North, South, or At Home from Macy's Little Shop at luncheon presentation. Press by invitation. Public by reservation; contact: "Banquet Dept." PL. 9-3000, Ext. 176. Macy Publicity: Nancy Ranck, OX. 5-4400. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MACY'S NEW YORK	HOTEL PLAZA BALLROOM
Thursday Oct. 22 12:30 P.M. Luncheon	LATE DAY FASHIONS AT LUNCHEON SHOW Showing of Tarquin's Fall late day and cocktail fashions during luncheon. Press by invitation. Public by reservation; contact: "Andre", TE. 8-8000. Tarquin contact: Trudy Taylor, MU. 4-3323. Pierre Fashion Director: Anne Taylor, TE. 8-8000.	TARQUIN, INC. (216 EAST 39TH STREET)	HOTEL PIERRE ROOF GARDEN
Thursday Oct. 22 1:00 P.M.	PREVIEW OF SPRING COLLECTION Preview of Miss America's Spring and Resort Collection. By invitation. Trade, Oct. 26, 27, 28, 29, 30. Nov. 3, 4, 5 at 1:00 P.M. (<u>Note new time.</u>) Contact: Jerome Shull, CH. 4-6030.	MISS AMERICA, INC.	530 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Thursday Oct. 22 2:00 P.M.	OPENING OF SPRING COLLECTION Thereafter beginning Oct. 26 at 2:00 P.M. daily. Contact: Helen Maxwell, LO. 4-3600.	REMBRANDT FROCKS, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Thursday Oct. 22 4:00 P.M.	PREVIEW OF SPRING IMPORT FASHIONS Fontana of Rome will present her Spring import fashions. By invitation. Publicity: Rosemary Sheehan, 27 East 37th Street, MU. 5-1280.	FONTANA OF ROME	HOTEL PLAZA FONTANA SUITE
Friday Oct. 23 12:00 Noon Luncheon	PREVIEW OF SPRING COLLECTION Preview of Lee Claire's Spring collection. Daily showings at 12:00 Noon. By appointment. Contact: Jack Sulzer, WI. 7-9470.	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Oct. 25	DAYLIGHT SAVING TIME ENDS (Move clocks back one hour).		
Monday Oct. 26 10:30 A.M.	SHOWING OF RESORT & SPRING COLLECTION Thereafter at 10:30 A.M., Tues., Wed., Thurs. Contact: WI. 7-6865.	RUDOLF GOWNS	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Oct. 26 12:00 Noon Luncheon	PRESS PREVIEW OF SPRING COLLECTION Condensed press preview of Resort and Spring collection, followed by luncheon. By invitation. Thereafter at 2:30 P.M. Publicity: Eleanor Lambert, 785 Fifth, MU. 8-2130.	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Monday Oct. 26 3:00 P.M.	PRESS PREVIEW OF SPRING COLLECTION Special press preview by invitation. Trade showings at 2:30 P.M., Oct. 27, 28, 29, Nov. 3, 4, 5, 10, 11. By appointment. Contact: Eleanor Stoner, IA. 4-6968.	MAURICE RENTNER, LTD.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Monday Oct. 26 4:15 P.M.	PRESS PREVIEW OF SPRING COLLECTION Press preview of the Grenelle-Roberts Spring and Resort collection. By invitation. Trade showings at 12:00 Noon daily except Friday. Contact: LO. 4-5820. Publicity: Eleanor Lambert, MU. 8-2130.	GRENELLE-ROBERTS, LTD.	550 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Monday Oct. 26 4:00 P.M.	OPENING OF SPRING COLLECTION Opening of Richard Cole's Spring collection at 4:00 P.M. Thereafter by appointment. Contact: Showroom, OX. 5-4760.	RICHARD COLE, INC.	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Beginning Monday Oct. 26	SHOWING OF CRUISE AND SPRING COLLECTION Werle Originals Cruise and Spring collection at continuous showings. By appointment. Publicity: Helen O. Borger, LE. 5-9574.	WERLE ORIGINALS (626 N. ROBERTSON, L.A.)	SAVOY-HILTON HOTEL SUITE 2707
Beginning Monday Oct. 26	OPENING: RESORT AND SPRING COLLECTION Resort and Spring collection, designed by Carmona, with showings daily by appointment, 10:00 A.M. to 6:30 P.M. Contact: EL. 5-3295.	VEOLA DOUGLAS, INC.	61 EAST 57TH STREET SALON - 4TH FLOOR
Beginning Monday Oct. 26	OPENING OF PALM BEACH AND SPRING COLLECTION Daily showings from 9:00 A.M. to 5:00 P.M. By appointment. Contact: Valerie Ward, PL. 8-2014.	MARY BLACK OF LONDON	41 WEST 57TH STREET SHOWROOM - 8TH FLOOR
Monday Oct. 26 8:00 P.M.	OPENING NIGHT OF OPERA SEASON Presentation of Verdi's "Il Trovatore", featuring Leonard Warren, Carlo Bergonzi, Antonietta Stella and Julietta Simionato. Publicity: Francis Robinson, PE. 6-1200.	METROPOLITAN OPERA	MET. OPERA HOUSE BROADWAY & 39TH STREET
Tuesday Oct. 27 10:00 A.M.	OPENING OF SPRING COLLECTION Showings at 10:00 A.M., Tues., Wed., Thurs. Contact: CH. 4-1542.	BEN REIG, INC.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Tuesday Oct. 27 10:30 A.M.	OPENING OF SPRING COLLECTION Spring showings at 10:30 A.M., Oct. 27, 28, 29, Nov. 4, 5. For reservations, contact: Mabel Glemby, IA. 4-9350.	JANE DERBY, INC.	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Oct. 27 10:30 A.M.	OPENING OF SPRING COLLECTION Showings Oct. 27, 28, 29, 30, Nov. 2, 3, 4 at 10:30 A.M. Contact: Bill Laird, IA. 4-8490.	EDWARD ABBOTT- WILSON FOLMAR	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Tuesday Oct. 27 11:45 A.M. Luncheon	PRESENTATION OF SPRING COLLECTION Dressy afternoon, cocktail and evening wear will be formally presented at luncheon showings, Oct. 27, 28, 29, Nov. 3, 4, 5. For reservations, contact: Joseph Speaker, FE. 6-1938.	JOBERE	530 SEVENTH AVENUE SHOWROOM - 30TH FLOOR
Tuesday Oct. 27 12:00 Noon	SPRING COLLECTION BY MOLLIE PARNIS Showing Oct. 27, 28, 29 at 12:00 Noon. Contact: BR. 9-5014.	PARNIS-LIVINGSTON, INC.	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Tuesday Oct. 27 1:00 P.M.	OPENING OF SPRING COLLECTION Showings Tues., Wed., Thurs. at 1:00 P.M. Contact: Marie Shapiro, LO. 3-0988.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday Oct. 27 1:00 P.M.	OPENING OF SPRING COLLECTION Daily thereafter at 1:00 and 4:00. Contact: FE. 6-0206.	HARVEY BERIN, LTD.	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Tuesday Oct. 27 1:15 P.M.	OPENING OF COMPLETE SPRING COLLECTION Showings Oct. 27, 28, 29, Nov. 3, 4, 5, 10, 11 at 1:15 P.M. By appointment. Contact: Key McGowan, LO. 5-6453. Publicity: Amelia Cram at Alfred Davidson Assoc., PL. 5-0868.	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday Oct. 27 2:30 P.M.	OPENING OF SPRING AND CRUISE COLLECTION Showings on Oct. 27, 28, 29, Nov. 3, 4, 5 at 2:30 P.M. Also a special group of clothes inspired by the ancient paintings of the Etruscan Period. Contact: Miss Fritzi, IA. 4-0237.	DAVID LEVINE CO.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Tuesday Oct. 27 4:00 P.M.	OPENING OF SPRING COLLECTION Showing of Spring and Resort suits and costumes daily at 4:00 P.M. By reservation. Contact: Mr. Macy, FE. 6-5547.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Beginning Tuesday Oct. 27 4:00 P.M.	OPENING: SPRING AND RESORT COLLECTION Showings at 4:00 P.M. Oct. 27, 29, Nov. 3, 5. By reservation. Contact: Anne Towne, CH. 4-2655.	ROSALIE MACRINI, INC.	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Beginning Tuesday Oct. 27	SHOWING OF RESORT COLLECTION Informal showings of the Lisa Fonssagrives' Resort collection of French Room merchandise, specially produced by Masket Bros. Contact: BR. 9-7160.	MASKET BROTHERS	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday Oct. 28 10:30 A.M.	OPENING OF SPRING COLLECTION Showings at 10:30 A.M. Contact: IA. 4-7540.	HERBERT SONDHEIM, INC.	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Oct. 28 12:15 P.M. Luncheon	"POLITICS IS YOUR BUSINESS--AND LIVING" Arthur "Red" Motley, publisher of "Parade" Magazine will discuss the recipe for improving your job, the spending power of your salary, your stature in business, your security at home. Reservations: \$7.00. Contact: Ruth V. Harms, A.W.N.Y., 140 E. 63 St., TE. 8-0030.	ADVERTISING WOMEN OF NEW YORK	HOTEL ASTOR NORTH BALLROOM
Wednesday Oct. 28 12:30 P.M. Luncheon	FALL AND HOLIDAY LUNCHEON SHOW Japanese-inspired daytime, cocktail and at-home fashions, designed by Midori. Press by invitation. Public by reservation; contact: "Andre", TE. 8-8000. Midori contact: MU. 4-5244. Pierre Fashion Director: Anne Taylor, TE. 8-8000.	MIDORI (115 EAST 36TH ST.)	HOTEL PIERRE ROOF GARDEN
Wednesday Oct. 28 1:15 P.M.	OPENING OF SPRING COLLECTION Sylvia Kaplan will present the Nat Kaplan collection of Spring dresses and ensembles for daytime and evening. Opening by invitation. Daily thereafter at 1:15 P.M. Kaplan contact: Marguerite Brownell, IO. 5-4115.	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Wednesday Oct. 28 2:30 P.M.	OPENING OF RESORT AND SPRING COLLECTION Christian Dior-N.Y. Spring collection for press and buyers. By invita- tion. Trade showings at 2:30 P.M., Oct. 29, Nov. 3, 4, and 10. Contact: Muriel Morris or Joanne Jaap, IO. 4-9220.	CHRISTIAN DIOR- NEW YORK, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Wednesday Oct. 28 2:30 P.M.	OPENING OF SPRING COLLECTION Showings of Spring collection at 2:30 P.M. daily. LA. 4-5800.	CEIL CHAPMAN	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR Contact: Carrie Arvani,
Wednesday Oct. 28 4:00 P.M.	OPENING OF SPRING COLLECTION Showing of Spring collection at 4:00 P.M. Sept. 28, 29, Nov. 3, 4, 5. By appointment. Contact: CH. 4-2616.	SAMUEL WINSTON, INC.	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Wednesday Oct. 28 5:00 P.M.	PRESS PREVIEW OF SPRING COLLECTION Preview for press of Nettie Rosenstein's Spring collection. By invita- tion. For buyers, Mondays and Wednesdays thereafter, at 12:00 Noon. Contact: BR. 9-6890. Publicity: Eleanor Lambert, MU. 8-2130.	NETTIE ROSENSTEIN, INC.	550 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Beginning Wednesday Oct. 28	OPENING OF SPRING COLLECTION Contact: CH. 4-0823. Publicity: Eleanor Lambert, MU. 8-2130.	CASINO CLASSICS	134 WEST 37TH STREET SHOWROOM - 5TH FLOOR
Thursday Oct. 29 11:00 A.M.	PRESS PREVIEW: SPRING COATS AND SUITS Preview for press of Spring coats and suits. By invitation. Thereafter, Nov. 3, 5, 9, 11, 18 at 11:30 A.M. By appointment. Contact: Estelle Schwarz, LA. 4-3310.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Thursday Oct. 29 12:00 Noon	OPENING OF SPRING COLLECTION Showing of Spring daytime and evening cocktail fashions. Contact: CH. 4-5693.	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Oct. 29 2:30 P.M.	OPENING OF SPRING COLLECTION Burke-Amey will present their Resort and Spring collection of afternoon and evening wear, designed by Ronald Amey. By invitation. Continuous thereafter. Contact: Lee Pine, CO. 5-7720.	BURKE-AMEY, INC.	16 WEST 57TH STREET SHOWROOM - 5TH FLOOR
Thursday Oct. 29 3:00 P.M.	PRESS RECEPTION FOR CONTEST WINNERS Final judging to select three national Singer Sewing winners from 15 semi-finalists in three age categories: Miss Teen, 14 - 17; Miss Tween, 10 - 13; and Misses and Mrs., 18 - 21. Also a fashion show of winners and other prize winning dresses. By invitation. Contact: Trudi Ross, Young & Rubicam, 285 Madison Avenue, MU. 9-5000, Ext. 8379.	SINGER SEWING MACHINES (149 BROADWAY)	WALDORF-ASTORIA GRAND BALLROOM
Friday Oct. 30 10:30 A.M.; 11:30 A.M.	PREVIEW OF SPRING COLLECTION Leonard Arkin at 10:30 A.M.; Andrew Arkin at 11:30. By invitation. Daily thereafter at same hours. Contact: Prudence Clarke, WI. 7-5324.	LEONARD ARKIN; ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Monday Nov. 2 11:30 A.M.	OPENING: SPRING COAT AND SUIT COLLECTION Arthur Jablow presents his Spring collection of coats, suits and ensembles designed by David Kidd. Opening by invitation only. Thereafter by reservation Nov. 4, 6, 10, 12, 17 at 11:30 A.M. Jablow Contact: Virginia Yooast, LA. 4-3404.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Beginning Monday Nov. 2 1:00 P.M.	OPENING OF SPRING DRESS COLLECTION Showings of Spring collection, at 1:00 P.M., Nov. 2, 3, 4, 5, 9, 10. (Note Change of Dates). Contact: Jean Roberts, LA. 4-3520.	TEAL TRAINA, INC.	550 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Monday Nov. 2 2:00 P.M.	SPRING COAT AND SUIT COLLECTION Showing at 2:00 P.M. Nov. 2, 4, 9, 11, 16. Contact: FE. 6-1310.	HARRY FRECHTEL CORP.	205 WEST 39TH STREET SHOWROOM - 4TH FLOOR
Postponed Nov. 2	SARMI'S PRESS PREVIEW OF RESORT AND SPRING COLLECTION, ORIGINALLY SET FOR NOV. 2 AT 4:00 P.M., HAS BEEN POSTPONED TO NOV. 11. (See Page 9).		
Monday Nov. 2 4:30 P.M.	PRESS PREVIEW OF SPRING COLLECTION Paul Whitney's Spring collection of daytime and evening fashions. By invitation. Thereafter at Hotel Gotham, private suite. Publicity: Maxwell-Gray, 527 Lexington, PL. 3-5556.	PAUL WHITNEY (CALIFORNIA)	HOTEL GOTHAM EMBASSY SUITE
Beginning Monday Nov. 2	OPENING OF SPRING COAT COLLECTION Continuous showings of Spring 1960 casual coat collection. Contact: Abe Betson, LO. 4-6886.	BAITCH & CASTALDI	230 WEST 39TH STREET SHOWROOM - 12TH FLOOR
Nov. 3	ELECTION DAY (Tuesday)		
Tuesday Nov. 3 10:00 A.M.	PREVIEW: SPRING COAT AND SUIT COLLECTION Press preview by invitation only. Showings Nov. 5, 10, 12, 18 at 10:00 A.M. By appointment. Contact: Sally MacDonald, LO. 4-3246.	SEYMOUR FOX, INC.	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Nov. 3 12:00 Noon Luncheon	OPENING OF NEW COAT COLLECTION "Have a Good Day" - showing at 12:00 Noon, Nov. 3, 4, 5, 6, 10, 11, 12, 13, followed by luncheon. By invitation. Contact: Dorothy Levine, CH. 4-3512.	LOUIS GOLDSTEIN CO.	512 SEVENTH AVENUE SHOWROOM - 32ND FLOOR
Tuesday Nov. 3- Nov. 4 1:00 P.M.	OPENING: SPRING JUNIOR DRESS COLLECTION The Mr. Mort Spring dress collection, designed by Lee Evans, will be presented on Nov. 3 and Nov. 4 at 1:00 P.M. By admission card only. Contact: Dorothea Marshall, OX. 5-4760.	MR. MORT DRESSES	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Beginning Tuesday Nov. 3 1:15 P.M.	SHOWING: SPRING AND CRUISE WEAR Showing of advanced Spring and Cruise Wear Line. Contact: Lucille Gordon, LO. 5-2727.	GOTHE	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday Nov. 3 2:00 P.M.	OPENING OF SPRING COAT COLLECTION By appointment only. Contact: Louis Mariani, BR. 9-8988.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Beginning Tuesday Nov. 3	OPENING OF SPRING COLLECTION Continuous daily showings of Spring afternoon and evening collection. Contact: Bill Rosenberg, WI. 7-0511.	DAVID MORRIS CO., INC.	525 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Tuesday Nov. 3- Nov. 10	SEVENTY-SIXTH ANNUAL NATIONAL HORSE SHOW Publicity: William Bryan, 10 East 39th St., Room 522, MJ. 3-6251.	NATIONAL HORSE SHOW ASS'N OF AMERICA, INC.	MADISON SQUARE GARDEN 8TH AVE. & 50TH STREET
Wednesday Nov. 4 9:30 A.M.	PREMIERE OPENING: SPRING COATS AND SUITS Showings at 9:30 A.M. Nov. 4, 5, 10, 12, 17, 19. Contact: Herbert Gallant, LA. 4-7286.	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
Wednesday Nov. 4 11:00 A.M.	PRESS PREVIEW OF SPRING COLLECTION Press preview of highlights of two collections of half-size and custom-size dresses. By invitation. Publicity: Eleanor Lambert, MJ. 8-2130.	PAULA DEAN ORIGINALS & GURSTELLE	1400 BROADWAY SHOWROOM - 30TH FLOOR
Wednesday Nov. 4 2:30 P.M.	PRESS PREVIEW - RESORT AND SPRING COLLECTION Anthony Blotta will present his Spring collection to the press. By invitation. Showings at 2:30, Nov. 5, 6, 8. By appointment. Contact: Miss Vivian, FE. 6-8412. Publicity: Margaret Hodge, PL. 5-7630.	ANTHONY BLOTTA	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Wednesday Nov. 4 5:00 P.M.	PRESS PREVIEW RESORT & SPRING Pauline Trigere's Resort and Spring collection will be previewed for the press. Trade showings on Oct. 30, Nov. 3, 4, 5, 10, 12 at 2:30 P.M.; and Nov. 13 at 10:30 A.M. By invitation. Contact: Estelle Marr, LO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Thursday Nov. 5 4:00 P.M.	PREVIEW OF SPRING COLLECTION Designer collection for Spring, designed by Catherine Scott of Chicago. By invitation. Contact: Dorothy Fuller, 314 South Franklin Street, Chicago, Harrison 7-7068.	CATHERINE SCOTT LTD. (CHICAGO, ILLINOIS)	SAVOY HILTON HOTEL LE CHATEAU

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Nov. 6 10:30 A.M.	OPENING: SPRING COAT AND SUIT COLLECTION Thereafter by appointment. Contact: JU. 2-2317.	MONTE-SANO & PRUZAN	21 WEST 46TH STREET SHOWROOM - 8TH FLOOR
Sunday Nov. 8- Nov. 13	NATIONAL PRESS WEEK IN CALIFORNIA Eighth Annual National Press Week in California. Contact: William T. Maxfield, Exec. Dir., CFC, 760 S. Broadway, Los Angeles, 14.	CALIFORNIA FASHION CREATORS	BEVERLY HILTON HOTEL LOS ANGELES, CAL.
Monday Nov. 9 4:30 P.M. Cocktails	COCKTAIL HATS AT MILLINERY SHOW Fashion show of hats, inspired by favorite cocktails and especially created by 18 leading millinery designers. Show for benefit of Spence-Chapin Adoption Service and modeled by debutantes and post-debs. Tickets: \$5.00. Publicity: Kim Wiss, Robert S. Taplinger Assoc. PL. 7-8040.	MILLINERY INSTITUTE OF AMERICA	HOTEL PLAZA TERRACE ROOM
Tuesday Nov. 10 10:00 A.M.	SPRING COAT AND SUIT ORIGINALS Preview of the Wm. Devitz coat and suit originals for press and buyers. Designed by Nichi Giglio. By invitation. Continuous thereafter. Publicity: Julia Berren, WI. 7-4717.	WILLIAM DEVITZ & CO.	512 SEVENTH AVENUE SHOWROOM - 13TH FLOOR
Tuesday Nov. 10 11:00 A.M.	OPENING OF RESORT - SPRING COLLECTION Resort - Spring collection by Tarquin will be presented to buyers and press. By invitation. Thereafter by appointment. Contact: Trudy Taylor, MU. 4-3323.	TARQUIN, INC.	216 EAST 39TH STREET SALON
Tuesday Nov. 10 12:00 Noon	OPENING: CRUISE AND SPRING COLLECTION Junior dresses and separates Nov. 10, 11, 12, 17, 18, 19 at 12:00 Noon. By reservation. Contact: Audrey Brock, OX. 5-3150.	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
Tuesday Nov. 10 3:00 P.M.- 6:00 P.M. Cocktails	OPEN HOUSE: SPRING SUIT COLLECTION Informal showing of the Spring suit collection, designed by John Anthony at the opening of the new enlarged showrooms and offices. By invitation. Contact: FE. 6-4580.	DEVONBROOK, LTD.	1400 BROADWAY SHOWROOM - 10TH FLOOR
Thursday Nov. 12 4:00 P.M. Cocktails	PREVIEW OF KEYBAK FOR HOME SEWING Six major pattern companies and 30 leading textile firms have joined together to introduce Keybak for use in home sewing. By invitation. Publicity: Rosemary Sheehan, 27 East 37th St., MU. 5-1280.	CHICOFEE MILLS, INC. (47 WORTH STREET)	SHERATON EAST HOTEL DIPLOMAT SUITE
Tuesday Nov. 10 5:00 P.M.	BUYERS PREVIEW: SPRING AND RESORT COLLECTION Preview for buyers of Scaasi's Spring and Resort collection. By invitation. Publicity: Maxwell-Gray, 527 Lexington, PL. 3-5556.	SCAASI	26 WEST 56TH STREET SALON
Wednesday Nov. 11 4:00 P.M. Cocktails	PRESS PREVIEW: RESORT AND SPRING COLLECTION Resort and Spring 1960 collection by Sarmi will be presented to the press. (Note Change of Date). By invitation. Publicity: Maxwell-Gray, 527 Lexington Ave., PL. 3-5556.	SARMI, INC. (785 FIFTH AVENUE)	HOTEL PLAZA BAROQUE SUITE